

KNACK AND KNOW HOW MAKE COHEN'S FAMOUS.

WHY IT IS SO.

THE FINEST and most beautiful lot of White Goods I ever saw for the prices," said a shopper last week, who is experienced in shopping in New York and Philadelphia, as well as Richmond. How can we do it? It is all in the knack and the know how. Long experience, alertness at times, has taught our buyers, in buying for regular stock they do not overdo the matter to get a supposed bargain. The result is, our stock—being bought right—is sold out in time to enable the buyers to go on the market when the mills, manufacturers and importers are at the end of their season—they are up against a stone wall. It is a plain case of "stand and deliver"—because they cannot afford to carry over stock to another season, and we get what we want at our buyers' offer.

COTTON DRESS GOODS—22 1-2c. Values for 9 3-4c. Yard.

The biggest Cotton Dress Goods business we ever did—that means the biggest business in Richmond. We have given you big values all through this season, but to-day's news is the best we have yet printed. We have gotten in thousands of bolts of new goods—we were fortunate in having room for them—at such extraordinary savings that they will seem incredible until you see the goods.

90c. a yard, Importers' value 25c.—2000 yards of this Imported Mouse-line Savoy and French Lace Madras—in every conceivable loom trick effect—all this season's designs.
50c. a yard, value 12c.—40-inch English Balise—white and colored grounds—with fancy printings of tasteful color combinations.
10c. a yard, value 10c.—Mercerized Silk Gingham, several desirable colors and weaves.
95c. a yard, value 10c.—Embroidered Swiss Muslin in fancy printings—white and tinted grounds.

Our Linen Store.

The Cohen's Linen wonder and Linen power will be exhibited for all that can use them. It is an untimely purchase for such a dull season. See the prices:

50c. a yard—Two yards wide Pure Linen Table Damask and heavy weight, every yard sold with a guarantee.
\$1 a yard, value \$1.50—Two yards wide Table Linen.
75c. a yard—The very best Table Linen in town at \$1.25.
44c. a yard will buy the German Half-Bleached Two Yards Wide Table Linen.
50c. each, value \$1—30x30 inches Carving Cloth—fine satin double damask.
\$1 a dozen, value \$1.50—Pure Linen Dinner Napkins, full 6-8 size and double weight—beautiful designs.
\$2.40 a dozen, value \$3.50—The Heavy Double Damask Napkins, 24 size.
\$2.40 a dozen, value \$3.50—600 dozen Fine Dinner Napkins.
\$1 a dozen, value \$1.50—Mercerized

Dinner Napkins—the imitations of the \$4.50 ones, in linen.
25c. a yard, value 35c.—36-inch Linen Lawn.
\$1 a yard, value \$1.40—60-inch Pure Linen Grass Bleached Dress Sheet.
17c. a yard—Heavy Union Linen, equal to pure linen, full yard wide.
45c. a yard, value 60c.—Pure Linen Waistings, fine quality.
20c. a yard—30 yards of Butcher's Linen, pure Irish make.
9c. each—30 dozen Towels, the large and best 12½c. Linen Towel, red border.
12½c. each, value \$3 a dozen—Fringed All-Linen Damask Towels.
9c. a yard, value 12c.—Bleached Huck Toweling.
10c. a yard, value 15c.—300 yards Heavy Irish Crashes.
29c. a yard, value 50c.—Striped Furniture Linen, 54 inches wide.

SUMMER SILKS—AVERAGE HALF PRICE.

The best styles of Summer Silks at about half what you paid for them less than a month ago. It means you get two dresses for the price of one, and it is still July.

22c. a yard—White Habutai Silk, extra heavy weight.
30c. a yard, value 50c.—Embroidered White Taffeta Silk.
55c. a yard—Silk Pongee—white and black—yard wide.
35c. a yard—White India Silk—27 inches wide.
12½c. a yard—Silk Mousseline—figured and flowered effects.
70c. a yard, value \$1.50—Satin-Finish Black Grenadine—44 inches wide.

44c. a yard—Panne Foulards—black, white and colors.
70c. a yard—Spot Proof Black Taffeta Silk.
60c. a yard, value \$1—All-Silk Black Crepe de Chine.
50c. a yard—Black Silk India—guaranteed perspiration and water-proof.
50c. a yard—Black Beau de Soie.
\$1 a yard, value \$1.50—All-Silk Black Rustling Taffeta—full yard.

LACES—A GREAT REDUCTION.

This sale of Laces occurs just when you need them most.

25c. a yard, value 50c.—Five-inch wide open insertions—German cluny laces.
3c. a yard, value 10c.—500 yards of Torchon Trimming Laces, warranted to wear and wash.
5c. and 10c. a yard—A large lot of Point de Paris Laces and insertions, all extraordinary values.
50c. and 60c. a yard—White and

Ecra Fillet Dress Nets, 1½ yards wide.
15c. a yard, value to 25c.—Real Venice Gallions.
10c. a yard, value to 20c.—Black Silk Trimming Laces and Insertions, in the newest styles.
Sale of Valenciennes at little prices, 15c. to \$2.25 a piece, value 25c. to \$5.00—An assortment of the finest Italian Edging and Insertions.

The End of Embroidery Time.

Our own and importer's stock to close.

16 2-3c. a yard—Wide Piqueing.
6, 7, 9, and 12c. a yard buys Embroideries that cost double.

French Embroideries from 6c. to 75c. a yard.
Nainsook, Swiss or Cambric Embroideries—all are just half price.

Toilets—Cologate's Toilet Water, 5c.

Munson's White Hazel Soap, 5c. a cake.
100 best 25c. Nail Brushes, 10c. each.
Dr. Sheffield's Dentifrice, 15c. a box.
Quarter-pound cans—tan and black—Polish, 25c. 50c. for 10c.
Pura Violetta Talcum Powder, 12½c. box for 5c.

Leather Goods.

Wrist Bags—Values to 30c., for 15c.
18c. each, values to 75c.—A lot of Women's Belts—black only—plain or fancy.
10c. to 50c. each—White Pique or Dutch Belts.
15c. each, values to 30c.—500 Women's Wrist Bags.
25c. each, value 50c.—Women's Chatelaine Bags.

Did you ever see a colony of beavers at work? They are well worth watching. Their settlement grows up, as it were, by magic. Why? Because every member has his work cut out for him—has the knack and knows how to do it—there is no lost motion.
The business of this store has grown up in the same way. An experience of many years has given the knack and know now, and this combination spells THOROUGH.
Read the details and see what the beavers—your beavers—have prepared for you to-morrow. There is such a profusion of richness in bargains it almost embarrasses you to put your finger on the best:

Muslin Underwear.

\$1 Corset Covers for 50c.

In the Muslin Underwear sale are 200 dozen finest and most stylish Corset Covers that were made to sell at \$1.00. To-morrow's price is 50c. each.

75c. and \$1.25 each for Corset Covers, that were \$1.50 to \$2.75.

25c. each, value 50c.—Well-Made Plain Tucked Yoke Muslin Gowns—full size—only two to a customer.

98c. each, value \$2—Handsome Nainsook Low-Neck Gowns, trimmed with lace and ribbon.

\$2 and \$5 each, values \$5 to \$10—Some of the finest French Muslin Gowns—they are as dainty as a flower.

70c. each, values to \$1.75—Low-Neck and Short-Sleeve Gowns—a fine chance for choosing.

70c. each, value \$1.50—Wide Umbrella Ruffle Skirts—lace insertions and tucks.

50c. each, value 75c.—Cambric Underskirt, with dust ruffle—hemstitched and tucked—in walking lengths.

\$1.25 each, values to \$2.50—A lot of Shirts, large variety of styles.

12½c. to 25c., values 25c. to 50c.—Perfect Fitting Corset Covers.

10c. a pair—43 dozen Women's Drawers—hemstitched or lace trimmed—perfect fitting.

20c. a pair, value 50c.—Umbrella Ruffle Drawers, some of the most tasty designs.

Notions.

All shades of San Silk for 3c. a spool.

Safety Pins, assorted sizes, 1c. a card.

100 gross Pearl Buttons are 1c. a dozen.

Lot of 25c. Pearl Buttons are priced 9c. a dozen.

Lot of Horse Shoe Hair Pins, sold for 15c. and 10c., are 5c. each.

Lot of Garter Elastic, all widths, sold for 10c., for 5c. a card.

200 boxes of 5c. Hair Pins are 2½c. a box.

Self Shank Real Pearl 75c. Buttons, for 25c. a dozen.

Men's Furnishing.

Save third, save a half by keeping in touch with Men's Furnishing Department.

37½c. each, value 50c.—Men's Madras and Percalé Negligee Shirts.

10c. each, value 25c.—Men's Balbriggan Shirts and Drawers.

8c. value 15c.—Men's Silk Shield Bows.

17c. value 25c.—Men's Black Leather Belts.

25c. a pair, value 50c.—Men's Suspenders.

7c. a pair—Men's Fancy Half Hose—dropstitch.

45c. each—Men's Satine Working Shirts; black, white with white stripe.

50c. a pair, value 75c.—Men's Overalls, all sizes.

Fire Foe Starch.

Thousands have seen the demonstration of the famous Fire Foe Starch in the basement last week. To-morrow in order to let every one see it, the demonstration will be on the main floor. It is a wonder. Goods starched with it will not blaze up—making its use a positive safeguard if a child's dress or a curtain were to blow against a lighted gas jet. Its use may save you a terrible accident—see it tried and try it. Price 5c. and 10c. a package.

Parasols.

\$1.08 each, value \$3—All the newest styles of Ladies' Parasols, in white and colors, with allover ruffles and colored borders; the usual 33 ones, special, \$1.08.

50c. each, value \$1.50—White Mercerized and Pique Parasols, with colored borders.

\$2.25 each for all the \$4 and \$5 Parasols, in every imaginable style.

60c. to \$1.50 each—Lace Net Parasols, covers in all the newest patterns.

SECOND FLOOR.

Women's Suits & Skirts.

A cool June interfered so with sales that makers were left with many of their choicest creations. We took our pick—the details will show the saving. In most cases, you can buy two Suits now for the price expected for one.

\$4.50 each, value \$10—Handsome Tailor-Made Suits of fine white linen—this season's newest effects.

\$5.00 each, value \$10—White Suits of pure Irish linen—Norfolk and shirt-waist effects—full flare skirts.

\$8.00 each, value \$15—High-Grade Suits of fine white linen sheeting—double skirts, richly trimmed with embroidery.

\$4 each, value \$7.50—Finest Suits of fine quality lawn, madras and Persian lawn—neat stylish designs.

\$2.75 each, value \$5.50—Shirt-Waist Suits of various fabrics and designs—many styles to select from.

\$1.75 each, value \$3.50—Another lot of Shirt-Waist Suits, this season's best designs.

\$2.48 each—Fine White Pique and Natural Color Linen Skirts, walking length, handsome designs.

50c. each—Dress Skirts of Oxford madras and twilled cheviot—tailor made.

50c. each for 1.25 Skirts of flake bourette—all sizes.

\$5 each, value \$7.50—Light-Weight Voile Skirts; the \$5.00 ones will be \$3.75.

\$4.50 each for 10 All-Tucked Skirts.

\$5.00 each, value \$15—All-over Net and Silk Skirts.

\$5 each, value \$8.50—Linen Colored Net Skirts, over drop skirts.

SHIRT-WAIST SALE. \$1.75 VALUE FOR 85c.

We put on sale to-morrow hundreds of our daintiest and prettiest Shirt-Waists at an unprecedented saving. Some lots will be closed out at less than half. Don't miss the chance of the best Shirt-Waist bargain you ever saw.

85c. each, value \$1.75—About 100 Lawn Shirt Waists, beautifully designed—the entire front formed with seven rows of Valenciennes lace and as many rows of dainty cluster tucks; stylish tucked collar and full pouch sleeve; all sizes; but come early for there are not enough to go around—we wish we had more.

\$1.50 each, value to \$2.50—Pretty India Linen Waists—with tucks and rows of facings.

45c. each, value 75c.—A lot of neatly-made Lawn Waists—very service-

able—with fourteen broad tucks and new style sleeves.

\$2.50 each, value \$5.00—About 200 of our most handsome Shirt Waists—beautifully embroidered, lace trimmed and tucked—a glance will show that the price would not buy the materials.

\$1.08 each—A lot of China Silk Waists—black or white—plain tucked or trimmed with Valenciennes lace.

\$2.25 each—45—Beautiful China Silk Waists—entire front and sleeves of fine lace and tucks.

THIRD FLOOR.

Musquito Canopies.

\$1.35 each—Mosquito Canopies for full size beds; value a half more.

Sewing Machines \$19.

Sewing Machines, \$19; drop head, ball bearing, quartered- oak frames, full set of attachments given with each—\$30 value, our price \$19 each.

Mattings and Rugs.

57 patterns of heaviest China Mattings—best 25c to 35c values—some slightly wrapper stained. All jointless and none less than 90 pounds to the roll. Your choice for 15c a yard.

BOYS' WASH SUITS—A SLAUGHTER SALE.

We put on sale to-morrow 3,000—to speak accurately, 2,976—Boys' Washable Suits. They include all we have, in addition to several hundred Suits from a well-known maker—he accepted an offer of one-third of value rather than carry them over. They are priced a third and less of what they first sold at—they start at 19c. for 75c. Suits and up to 75c. for \$2.00 Suits. A \$5.00 good piece for \$2.00 is what this sale means to you.

Corsets.

45c. each, value 75c.—Tanga Corset Girdles, non-elastic, with wire boned—pink, blue and white; best summer Corset for slender figures.

75c. each, value \$1—Lot of Straight Front Corsets—six popular brands—various lengths and styles; nearly all sizes in each brand.

\$1 each, value \$1.50—Thompson's Form-Fitting Corsets, baliste or corset, sizes to 32.

\$2.50 each—C. B. "A La Spillette" Corset, fine French baliste, long Princess hip, perfect fitting model.

\$1.50 each—Warner's "Rust Proof" Corset, with hose supporters attached, side and front, all sizes.

\$1 each—The celebrated American Lady Corset, with front hose supporters attached—summer weight.

Women's Bathing Suits.

\$2.50 each, value \$5—Bathing Suits of fine mohair scilian, richly trimmed with braid.

\$3.50 each, value \$5—Suits of finest brilliantine—blue and black.

\$5 for Suits that sold to \$7.50—all the most stylish and fashionable makes.

\$2.50 each for Children's \$3.50 Bathing Suits and others as low as 85c.

Silk Coats and Wrappers.

\$3.75 each, values to \$10—Women's Black Silk Coats, box and Monte Carlo effects.

\$2.50 each, value \$5—Women's Light-Weight Covert Cloth Jackets, lined or unlined.

75c. and \$1.50 each, values \$1.00 to \$2—Lot of fine White and Colored Lawn and Percalé Wrappers.

50c. each, value \$1—15 dozen Fine Lawn Dressing Scaques and Kimonas.

BASEMENT. A REVELATION IN PRICE INDUCEMENTS.

The only place we know of that beats Cohen's store in prices is Cohen's basement. We have there goods that are dependable, but of a cheaper grade—short lengths, manufacturer's "seconds" and other bargains which our buyers are ever scanning the merchandise horizon to get for you.

Linen Lap Robes.

Some are slightly water stained—none to hurt—or else you would pay full value.

65c. each, value \$1—Hemstitched Linen Lap Robes.
60c. each, value \$1—Fancy Plaid Linen Lap Robes—fringed.
38c. each for the 75c. Lap Robes.

Curtains.

5c. a yard—Open Stripe Muslin for Curtains.

65c. a pair, value \$1.50—Lace Curtains.

9c. a yard—Fancy Swiss Muslin for Curtains, sheer quality.

9c. a yard, value 12½c.—Floral Cretonnes.

14½c. a yard, value 20c.—Sheer Swiss for Curtains—fancy patterns.

Cotton Wash Goods.

2 7-8c. a yard, value 6½c.—Fancy Printed Dimities and Lawns.

7½c. a yard, value 10c.—Printed Cannon Cloth—light and dark grounds—a variety of styles.

5½c. a yard—Fine Round Thread, unbleached sheeting, 1 1-8 yards wide.

3½c. a yard, value 5½c.—Scotch Balise—all new—this season's styles.

8½c. a yard, value 6 1-4c.—Fancy Dress Prints.

4½c. a yard, value 7c.—Yard-Wide Bleached Cotton.

9c. a yard—Yard-Wide Linen Finish Cannon Cloth.

6½c. a yard, values to 12½c.—Percales and Madras Cords—yard wide.

18c. a yard, value 22c.—Bleached Sheetings 2½ yards wide.

2½c. a yard for 4c. Unbleached Cotton.

10c. a yard, value 15c.—Bleached Sheetings, 2½ yards wide.

Quilts and Sheets.

\$2.50 each, value \$4—Marseilles Quilts—heavy embossed—some fringed ones among the lot.

\$1.75 each, value \$2.25—Heavy Crochet Quilts—Marseilles designs.

45c. and 90c. each for 65c. and \$1.50 Quilts.

30c. each, value 50c.—Full Double-Red Bleached and Brown Sheets seamless.

50c. each, value 75c.—Extra Large Brown Sheets, extra size—no seam.

55c. each, for 75c.—Extra Large Bleached Sheets.

65c. each for 90c. Hemstitched Sheets.

12½c. each, value 15c.—and 20c.—Linen Finished Hemstitched and Handkerchief Border Pillow Cases—several sizes.

\$1.35c. each, value 1½c.—47 dozen Pillow Cases.

15c. each, value 25c.—Bolster Cases, 2 yards long.

Stationery.

6½c. a pound for the best 10c. and 12c. quality Writing Paper.

10c. a pound—370 pounds Irish Linen Paper.

20c. a pound—500 pounds French Crepon Paper.

RIBBONS—25c VALUES, 7 1-2c. Main Floor. 85c VALUES, 29c.

Yes, we can tell you something new about Ribbons. Read the details and see it. While they are an all-the-year-round article, we have marked these as though July was the last month for selling them.

15c. a yard, value 25c.—White Taffeta Ribbons—by the best ribbon makers in the world.

25c. a yard, value 75c.—Wide Sash Ribbons.

20c. a yard, value 50c.—Fancy Sash Ribbons—8 inches wide.

10c. a yard—400 pieces Fancy, Plain or Hemstitched Ribbons.

25c. a yard, value 40c.—500 pieces of Black Taffeta Ribbons—five inches wide.

7½c. a yard, values to 25c.—Plain and Fancy Ribbons—a tableful.

15c. a yard, values to 30c.—Satin and Fancy Ribbons, a tableful of short lengths—1½ to 2½ yards in a piece.

White Goods Fresh and Fine. Main Floor.

We are not talking about odds and ends or left-overs. It is about a sale of the finest and freshest lots of White Goods ever seen in Richmond for the prices. They are right from the makers and importers—the cases have just been opened. Your fingers will probably be the first to touch them—since they left the makers' hands—except the clerk who sells to you. Do you see what it means?

5c. a yard, value 15c.—300 yards of Checked and Striped Dimities.

10½c. a yard, value 10 1-2c.—1200 yards Linen Finish Sulting.

7½c. a yard, value 10 1-2c.—Dimity Striped White Muslins.

10c. a yard—The highest grade 15c. India Linon, sheer and linen finish.

7½c. a yard, value 15c.—4000 yards Madras—satin stripe—good quality, plain ground.

12½c. a yard, value 25c.—Heavy Mercerized Madras.

10 2-3c. a yard, value 20c.—Linen Detecoa—the finest grade.

7½c. a yard, value 12½c.—4000 yards

Dimity Satin Stripes India Linon—very sheer.

9½c. a yard, value 12½c.—40-inch White India Linon.